

Edmonton Bulletin

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STEVENS' PLANS FIX INDUSTRIAL PROFITS

POWERFUL TRADE COMMISSION IS ALSO ADVOCATED

Capital-Labor Equity From Joint Efforts Is Program Advised to Parliament By Former Trade Minister

By THOMAS W. KING
Exclusive to the Bulletin
OTTAWA, March 16.—A fixed level beyond which the profits of corporations may not go, with the surplus distributed one-third to employees, one-third to the corporation and one-third to the state is suggested in further submissions to the Price Spreads Commission by Hon. H. H. Stevens as desirable for the report to parliament. Mr. Stevens seeks "to assure of fair distribution of the profits of the joint efforts of capital and labor."

Profit distribution is the basis of one of two proposals in a 12-page report of the commission submitted to the committee on the 15th. It deals with the industrial trade and industry commission which Mr. Stevens has advocated for several months. Under the commission, he would bring the administration of most of the commercial and industrial legislation now on the statute books under many acts.

Included would be the Combines Investigation act, with control over mergers and consolidations now under the Competition act, the Combines legislation, the Meat and Canned Foods act, the Food and Drug act, the Freight and Carriage act, the Patent Medicine act, and the practice of medicine act.

Continued on Page 2, Col. 7

SEVEN KILLED IN LOST AIRPLANE

BRAZZAVERIA, Middle Congo, March 16.—Governor-general Edouard Benard, of French equatorial Africa, his wife and five army officers were feared today to have perished in the crash of a biplane after they started a long air tour of inspection.

Old Country Football

- ENGLISH LEAGUE
First Division
Chelsea 2, Leeds 1.
Bolton 2, Arsenal 1.
Sheff. Wed. 2, Burnley 1.
Sheff. Thurs. 2, Portsmouth 0.
Tottenham 2, Birmingham 1.
Preston 1, 2, Middlesbrough 1.
Doncaster 4, Stoke City 0.
Wolverhampton 3, Liverpool 2.
Barnsley 1, Coventry City 0.
- Second Division
Aston 2, Newcastle 1.
Bradford City 0, Plymouth Arg. 1.
Sheff. Mon. 2, Blackpool 1.
Sheff. Tues. 1, Bradford 1.
Sheff. Wed. 2, Northampton 1.
Sheff. Thurs. 2, West Ham 1.
Sheff. Fri. 1, Northampton 1.
Sheff. Sat. 1, Fulham 0.
Sheff. Sun. 1, Coventry City 0.
- Third Division—Southern
Aldershot 1, Millwall 1.
Barnet 2, Northampton 1.
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TWO FIREMEN DEAD IN CRASH

CHICAGO, March 16.—Two firemen were killed and 21 others injured today, early today, in a spectacular collision between a fire truck and a fire engine on a busy street in Chicago.

15 San Quentin Convicts Taken To Folsom Cells

SAN QUENTIN PRISON, Calif., March 16.—Fifteen convicts were taken from the recent San Quentin Prison "breakout" and placed in the cells of the Folsom Prison.

Fish - Eating Ponies Mush Out Of North

No Hay Needed for Trapper Wharton's Steeds—They're Omnivorous
Beer, mouse meat, rotten fish, over-type eggs, strong disinfectant, mink fat, white quinine, ice cream, and waffles all on a day's diet for three American-bred, shaggy ponies which mushed into this city three days ago from north of Cold Lake with Francis Wharton, Belvedere trapper and gunsmith aboard the snow bound lead on sled.

Trapper Wharton who claims the strange and diversified food for his trio of ponies is heading back to Belvedere today but he's not carrying any hay for the animals. "They'll eat anything we pass on the road," he explained, "anything but peanuts."

They eat drifts four and five feet deep. Wharton and his three ponies came from north of Cold Lake, a distance 200 miles in 31 days.

THEIR CARNIVOROUS
He bought the three animals, Bully, his mate Fanny and her daughter Nellie in Calgary three years ago but it was not until he realized Mr. Wharton said the ponies' appetites of the ponies ascertained themselves.

Four National Guard companies that had been patrolling the area, and army troops were assembled to shatter the ponies' trail.

Before the Kennaugh leech was jured, away the Red Cross had estimated the food homeless at 5,000 and it was feared the number could be doubled by Saturday.

The danger was lessening in Illinois and the Ohio river valley for the winter. West of Portsmouth, Ohio, was isolated by the Ohio and Occidental Air.

Plans Stir Up Oriental Alarm
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Her Smile Is For Old St. Patrick



"Sure, an' he was a fine man, was old Saint Patrick. Didn't he kick out all the snakes from Erin and leave everything beautiful?" This winsome Edmonton colleen is of great assistance in helping The Bulletin tell you that tomorrow is the "Seventeenth of Ould Irland."

Crowned Heads of 2 Queens Now Toss Upon Royal Beds of Pain

Alexandrine Of Denmark Stricken
Elizabeth Of Belgium Dying
STOCKHOLM, March 16.—Queen Alexandrine of Denmark, 62, in Sweden for festivities accompanying the engagement of Crown Prince Frederick and Princess Alice, was hurriedly taken to a hospital today for an operation.

The Swedish royal family were in Copenhagen for the occasion, and the queen's condition was reported as serious.

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Berlin Cabinet At Secret Meet Plans Forced Training

VERSAILLES TREATY SCRAPPED
PARIS, March 16.—Official circles today said Germany's open defiance of the military clauses of the Versailles treaty threatens to toss the whole suggested scheme for European peace into the discard, and again divided into two armed camps.

BERLIN, March 16.—The German cabinet at a secret session today is said to have decreed compulsory military training in the Reich. The German peace army of the future, it is stated, will consist of 12 army corps of 36 divisions. Reichsfuehrer Hitler rushed back to Berlin from Berchtesgaden today and issued an appeal to the German people in which he emphasized the failure of other nations to live up to the restrictions of the Versailles treaty.

It compels her to take her own military fate in hand, he declared.

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British See Great Army In Germany

By GEORGE HAMILTON
London Press Staff Writer
LONDON, March 16.—British demands are growing while Foreign Secretary Sir John Simon and Lord Privy Seal Anthony Eden prepare for their visit to Berlin tomorrow to discuss the European security.

Reinforcements over the situation in Germany, and the predictions that Hitler will want to see the British army in Germany, are growing far beyond the strength of the British army.

Some of the current forecasts of Germany's probable demand are: 1.—An army 500,000 strong. 2.—Reinforcement of the Reich army to 1,000,000.

3.—A German navy at one-third the strength of the British navy. 4.—A German navy at one-third the strength of the British navy.

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8.—A German navy at one

HOT DEBATE AS BILL GETS FORMAL BIRTH

Fight To Save Nudism

Determined battle is being waged by advocates of nudism for the right to practice their tenets in the privacy of their gypsy retreats in New York legislature, which is considering McCull-Doelling bill to outlaw meetings of three or more undressed persons of both sexes. Photos show Mrs. Morris Ryskind, of National Council

BROWNLEE IS HEARD UPON REHABILITATION




Opens Drive Diphtheria Prevention

NO DIPHTHERIA SINCE 1931 IN CITY SCHOOLS

**BROWNLEE IS
HEARD UPON
REHABILITATION**

Opens Drive
Diphtheria
Prevention




Dr. D. J. Dunn, School
Medical Officer, To
Launch Campaign

Since 1931 there have been no cases of diphtheria reported in the Edmonton schools, and in the past few years the only case reported was that of a child who had no

been inoculated against this disease, said Dr. D. J. Dunn, school medical officer, today in stating that the campaign among school children in this city is proving successful.

"How successful are the treatments?" asked Dr. Dunn. "According to the records obtained it is effective in 95 cases out of every 100. Diphtheria is practically stamped out in our city, especially



DR. D. J. DUNN
Edmonton school medical officer.

cer, who will take charge of the annual campaign of diphtheria prevention treatment for city children. The campaign will open March 26.

GIANT FISH FERRY PLANE

RETURNS HERE

Believed to be the largest single

shipment of fish ever made by airplane, United Air Transport huge tri-motor Ford, piloted by Grant McConachie, arrived at Edmonton airport Friday at 6:30 p.m. with a

The all-metal machine, which was brought here from the east about six weeks ago has been doing service in the northeastern part of the

Mr. McConachie is enthusiastic about the conference of the fish and game commission which was held at Cheecham last week. The commission was held at Cheecham last week. The commission was held at Cheecham last week.

about the performance of the big hauler under the severe winter conditions that prevailed for much of the time since the ship was taken north.

Monday McConachie will pilot the marline to Biens Lake, where

In 1925 the city health department treated 60 children. Considerable work of this kind was also done by the family physicians of the city.

EXTENSIVE CAMPAIGN

In 1926 an extensive campaign

Our tons of mining equipment will be transported to Two Brothers Lake. The three powerful motors will be given a thorough overhauling before the ship returns to the north.

"May I stay here with you, Aunt?" he asked shyly.

David climbed into bed and Aunt Betsy covered him tenderly, then stroked his forehead for a moment. She restrained an impulse to kiss

Just as she was leaving she murmured again "Bless my soul!" as if she were completely exhausted and mystified by the day's momentous events.

out at the moonlight on the water as though to read his future in it. Then he bent his head in prayer, "Our Father, which art in Heaven—followed by Thy Name for bringing me here. And please, I don't

want anyone to take me away." He turned his face up pleadingly. Please, God, give me a home now like Mamma and I had once—and let no boys be homeless—" He rubbed his knuckles in his eyes.

The Public School Medical Department puts on a campaign each year before the summer holidays, in about six to eight weeks after treatment immunity is established and so during the months of July

A beautiful week passed by for David. Aunt Betsy had fashioned a costume for him, consisting of a shirt and a pair of Mr. Dick's trousers, grotesquely large. Then, with one of her shawls tied around him

ing these signed by the parent they are given the treatment, otherwise the children must be accompanied by a parent or guardian.

STARTS MARCH 26

This year the campaign will

"But why is the kite covered with your manuscripts?" David asked, looking at the closely written manuscript.

Mr. Dick let out the string and the wind took the kite up. "Well, you see, there's plenty of string and when it flies high it takes the facts long way. That's my method of

He laughed immoderately. The

strong wind was rapidly taking the life away. David watched it, then smiled happily at Mr. Dick.

"David, David!" Aunt Bess called, surveying toward them. She came up, quite out of breath. "David, David, look at that!"

Poultry Plant

Date _____ **Filed** _____

During the year 1934 expenses and disbursements in connection with the Oliver poultry plant totalled \$10.081, according to information brought down in the legis-

TO BE CONTINUED

the trunk of the cactus, a desert tree grows in the ground like a set of branches about 10 feet into the air and become studded with succulent, leaves develop to take the place of the flowers, then these travel and the midrib of each leaf becomes a thorn.

SETS WORLD RECORD FOR LOCAL CHURCH DISTRIBUTION OF CHRISTIAN LITERATURE



A brief review of 10 years' service to humanity during which time over \$400,000 worth of the finest Christian literature has been put into over 30,000 homes of destitution and isolation of Saskatchewan, Alberta and British Columbia.

Representative pictures showing a few of our splendid supporters of all denominations.

Picture No. 10—Metropolitan United Church, Edmonton South, Alberta, the birthplace of the largest volunteer movement in the world for the distribution of the finest Christian literature and through whose doors have passed more Christian literature for the above than from any Protestant church in the world.

Of all the hobbies which one may indulge in, all have to yield to the one which is the building of character has to be given first place. Of all the tragedies in the world none are so sad as to see a child born with divine powers sent out into the world robbed of its spiritual birthright.

To each and everyone the question should be: what is the part I am to play or what is my task whereby I may be an instrument in the hands of God, to see that insofar as I am able, my fellowmen will receive what I enjoy, and benefit by the precious legacies of the past.

The writer little thought that in performing an act of self-sacrifice for his fellowmen he would lead him into a work which has now grown to large proportions.

As in days of old, God spoke to his children through their conscience so he does now, and to be his true follower we must lead him down through the valley of sacrifice.

Picture to yourself, if you can, standing amidst those mighty mountains from which great spiritual truths can come, and an appeal comes to you from a shack for Christian Literature. What would the effect be? To forget about the incident or would the law of relationship be forever established, and a sense of responsibility come.

At a later date when standing in a Christian church and seeing a vast quantity of Christian Literature be burned, the writer's memory went back to that mountain scene, the shack beside the Fraser. A mother and little girl's appeal for Christian Literature, the tears, when it was impossible to grant their request.

What happened? A vision came as he left the church, that there would be thousands of just such isolated cases scattered all over the vast western plains whose heart cry would be for the best in Christian Literature.

A decision was reached that from the centre to the circumference of this great province the spiritual birthright must be given to every child. With that decision there would be no compromise. The challenge was thrown down and was promptly accepted. The task must be carried through no matter what the sacrifice. Enlisting the support of the United Churches in Edmonton and Calgary the work started by the conservation of the papers to be sent out from time to time to the needy. What was discovered in the carrying on of this work? That there were countless numbers living within sight of our centres both large and small who had never

Picture 19—A group of Canadian Girls in Training representing the equivalent of over 3,000 (Picture No. 14—20,000 gospel portions being mailed at one time. Total output, 60,000) of Edmonton and Calgary who have sorted and mailed over 35,000 rolls of paper for distribution to the above areas, a work unequalled by any other similar group in the world, giving their services once.

Picture 11—20,000 Religious Pamphlets from University of Chicago Divinity School, also 10,000 religious and educational pictures ready for shipment through the rural ministry. 70,000 Religious Pamphlets distributed already.

Picture 16—100,000 Religious Publications

leaving the church. Sorted by the Canadian Girls in Training. Total output for 10 years over 3,000,000 papers.

Picture 8—The organizer and leader of the movement with the nucleus of his lending library for the rural ministry with contributions from outstanding scholars in religion, science and biography.

Picture 20 represents two groups separated by over 1,000 miles who are receiving our papers regularly.

These ten years the groundwork has been laid and the work started. The real development is now to take place. Watch the work

roll of papers you so kindly sent me. Away out from here all church privileges which we were accustomed to in the old land your thoughtfulness is appreciated, and we will be looking forward to the next roll. Some of the children are too young to read but they do love looking at the pictures and having them explained. After they have read and re-read them till they are memorized, they are passed onto others.

This one from one of our rural ministers:

"I have besides my home town, three communities that I visit regularly, and distribute the papers sent from an Eastern Sunday School. About eighty people receiving the benefit of same, and besides there are other districts I visit from time to time which get the papers. Also, there are from time to time, people who call on various missions who take back a bundle with them. The gospels which you so kindly sent are given out one at a time and are thoroughly mastered. I would like to pay tribute to the efficient organization you have built up and which is doing so much for these people. In all, I distribute about 3,000 papers annually. I have also a lending library which is interchangeable so they all interchange the benefit of same."

It soon became apparent

through the letters received that another phase of work must be entered into that was the securing of gospel portions, the need of which can easily be seen and understood when as high as 1,000 have been distributed by one minister alone.

Then the securing of the literature from Chicago is growing a great boon to the ministry who have tremendous problems to face in building up the kingdom of God on the frontiers. The library for them also made possible by the authors, also by funds from personal friends, is proving a great blessing.

The religious pictures to be hung on the walls of the destitute, what will the result be? Only eternally can reveal.

In closing the writer would like to pay tribute to every one who has had a part in this splendid missionary work from the splendid friends who send their contribution through the mail which means so much to him who travels almost 1,200 miles a week on the train and who carries on the work.

During the ten years of its existence not a word of criticism has come as to the way it is being handled, and if all the forces that are being dormant now inside the Christian Church will do what the minority have done the next decade will see this country won for Jesus Christ.

Peter Delivered From Prison Illustrated Sunday School Lesson

By the Rev. Alvin E. Bell and Alfred J. Buecher
Scripture—Acts 12:1-19



The wicked King Herod Agrippa I, grandson of the Herod who slew the infants of Bethlehem at Jesus' birth, killed the Apostle James by beheading him with the sword. Thus James became the first martyr among the 12 apostles.

Herod had Peter imprisoned and planned to execute him also as soon as the Passover was concluded. But the church prayed for Peter and an angel of the Lord came a few hours before the time set for the execution and delivered Peter from prison.



Upon his release Peter went to the house of John Mark where the church was still praying for him. A maid named Rhoda answered his knock at the door and reported that Peter was at the door. But the Christians thought she was out of her head.



Finally gaining admission Peter told the church that the Lord had brought him forth out of prison in answer to their prayers. Shortly after this Herod was smitten of God and died because he encouraged the people to worship him as a god.

GOLDEN TEXT—Acts 12:5.

Big Bellanca Spends Night Regina Port

REGINA, March 15.—Carrying 12 passengers, including Pilot Les Brimble, a large Bellanca plane, bound for Edmonton, put down at the airport here Friday afternoon to spend the night. The machine arrived at four o'clock and is expected to leave again at 10 Saturday morning.

Weighting 5,000 pounds itself the plane has a capacity of 9,000 pounds of baggage. On its trip however it is only carrying 1,500 pounds. It has a wing spread of 60 feet.

Regina Children Bid Goodspeed To Archbishop

REGINA, March 15.—Almost two thousand children of his parish bade farewell to His Grace Archbishop J. C. McLaughlin Friday afternoon. School children gathered at two different points and presented him with a large illuminated address of the day and a musical bouquet on behalf of all the children of the diocese. His Grace will arrive in Toronto by Canadian Pacific Railway at 3:30 p.m. Wednesday night, to take up his new duties in that city.

Founders' Day At Alberta College

The annual church service celebrating "Founders' Day" of Alberta College will be held in the Doucett church, on Sunday, March 17, at the forenoon service. Mr. Villard has been a very loyal and devoted friend of the college and this will be his last address to the college students before he leaves to take over his new pastorate at Vancouver.

Dr. F. S. McCull, principal of the college, extolled the hearty welcome to all past and present students and all other friends of the college to attend this day. All present and former students will gather at the new college building on Saturday night at 8:30 p.m. for singing and march in the academic procession to the church. Bring a former student with you and tell your friends.

CHRISTIAN SCIENCE

"Christian Science" is the subject of the lesson-sermon at the local Christian Science church and at all Christian Science churches tomorrow. Among the citations from the Bible in Hinton's lesson is: "Now faith is the substance of things hoped for, the evidence of things not seen." Through faith we understand that the worlds were framed by the word of God, so that things which are seen were not made of things which do appear." One of the corollaries of the Christian Science and Health with Key to the Scriptures by Mary Baker Eddy is as follows: "Substance is that which is eternal and incapable of decay and decay, Truth, Life and Love and substance, as the Scriptures use this word in Hebrew, 'The substance of things hoped for, the evidence of things not seen.'"

Elephants walk on their tips; the birds fly on their wings; man walks on his feet and is upward from the feet and three feet from the head. The human body consists of a soft, rubbery mass of flesh.

GENERAL SMUTS ON THE BIBLE

From a speech at the Bible Society Annual Meeting in Johannesburg.

The translation of the Bible into modern languages has in almost every case been a great event in the history of the world. The Bible Society will do what the minority have done the next decade will see this country won for Jesus Christ.

MAJOR AND MINOR NOTES

The St. David's Welsh Ladies' Choir will give a concert at the church of St. David's on Friday next, March 22, at 8:15 p.m. Assisting will be the Cambrian Players, who will give a one-act play, entitled "The Power," written and directed by Mrs. Gordon Jones. This play was the winner of the Bala prize at the 1934 Welsh Eisteddfod. The story deals with a great Welsh religious revival and it is highly dramatic, although interpreted with humor and pathos.

The cast includes Mrs. James, Mrs. E. E. Davies, Mrs. John Miller, Mrs. Owen Davies, Miss W. R. Davies, T. Jones and Beryl Jones.

Joseph Haydn's oratorio "The Creation" will be given by the choir of St. Peter's Presbyterian church on Wednesday, April 10, at 8:15 p.m. The choir will be assisted by several singers not regularly with the choir. The strength of the singing body being about 60. In addition, a professional orchestra of 20 will give an accompaniment background.

Two weeks ago of the outstanding artists of the day, who appeared during the present season. The choir of the St. David's Welsh Ladies' Choir will give a one-act play, entitled "The Power," written and directed by Mrs. Gordon Jones. This play was the winner of the Bala prize at the 1934 Welsh Eisteddfod. The story deals with a great Welsh religious revival and it is highly dramatic, although interpreted with humor and pathos.

There will be a meeting of the "Hour of Music" club on Sunday afternoon. This club, of which Miss Jenny Le Sauter is the

DR. A. OSBORN SPEAKS TWICE NEXT SUNDAY

Continues Sermons on the Subject of Life After Death

Rev. Andrew B. Osborn, D.D., will occupy the pulpit at First Presbyterian church at both morning and evening services on Sunday.

In the morning his topic will be "The Unpardonable Sin," while in the evening he will speak on "The Mysterious Universe of the Spirit." During the afternoon service, "Do You Believe in Life After Death?"

In addition to the Children's Address by Dr. Osborn, the morning service will be featured by a duet, "O Lovely Deane," from Handel's "Judas Maccabaeus," to be sung by Mrs. A. McIntosh and Mrs. L. Law.

After the evening service there will be a young people's fire-side in the social room, at which all young people will be welcome. Dr. Osborn will continue his Thursday evening addresses over the air next Thursday, and will continue on "The Cross and the Resurrection."

At 103 Still Touches Tones

AMBLE, Eng., March 16.—Jonathan Delem, former minister, ailing, 103, has been in bed for a long time, but his hands without touching his toes with his hands without ending at the knees.

Guiding star, is performing a valuable service to those attending.

St. David's Welsh Ladies' Choir

Also the Cambrian Players in a One-Act Play, "THE POWER" All Saints' Hall, 103 St. Friday, March 22, 1935. Admission 5c. 4:15 P.M.

First Presbyterian Church

Fifth Street and Jasper Avenue
REV. A. OSBORN, M.A., D.D., Minister.

Morning Service, 11:00 o'clock.
The Sermon Subject: "THE UNPARDONABLE SIN"

The Evening Service, 7:30 o'clock.
The Sermon Subject: "DO YOU BELIEVE IN LIFE AFTER DEATH?"

St. David's Welsh Ladies' Choir
C. H. Milligan, Organist and Choirmaster

Christian Science

FIRST CHURCH OF CHRIST
108 Street and 10th Avenue
Sunday Services, 11:00 a.m. and 7:30 p.m.
Subject: "SUBSTANCE"

Wednesday, Testimony Meeting
Free Reading Room and Lending Library
108 Street and 10th Avenue
Hours: Week Days, 10 a.m. to 5 p.m., except public holidays.

CENTRAL UNITED CHURCH

108 Ave. and 30 St.
Rev. A. E. Smith, M.A., D.D., Minister.

11 A.M.—Morning Worship, led by Senior and Junior Chorus. The Junior Choir will sing the hymns. Their leaders: 7:30 P.M.—"What Should One Do?" The minister will discuss a topical question recently submitted to him.

The City Temple of Spiritualism

NEW ADDRESS: 3515 16th Avenue
SUNDAY, 7:30 P.M.
Speaker: Mrs. E. C. Smith.
FRIDAY—OPEN CIRCLE AND HEALTH QUESTIONS.

EMPRESS BOOKS
MYSTERY FILM

While the actual commission of the crime is not stressed and dramatic and comedy situations predominate, the story deals with the mysterious murder of a Broadway playboy. Under suspicion are the three women who were his girlfriends.



press agent, one of the key figures in the plot. Isabel Jewell, who scored in "Evelyn Prentice," is seen as the Torch Singer. Others in the cast are Arthur Byron, Betty Furness, Ivan Simpson, Bradley Page, Richard Tucker.

LAST THINGS Today
"MURDER ON A HONEYMOON"
— also —
"GIGOLETTE"

EMPRESS

Starts MONDAY 3 Days

The Complete
Mystery Series
SHOW YOUR
BIG NEW
SCREEN
THRILL!

SPRING
Certified
SILVER
STANDARD

RICARDO
CORTEZ
VIRGINIA
PUCE
ROW

SHADE & DOUBT

Arthur (James Cagney) Ruth's most baffling mystery story.

Added Enjoyment—
"DOMESTIC BLISTERS"
 (A Marriage Comedy)
"PICTORIAL" **"CARTOON"**
GRAHAM McNAMEE'S NEWS

Dreamland
 COMING MON. • WEB.
 THE WORLD-FAMOUS
 MUSICAL COMEDY

CHIN CHOW"

ALSO ADDED FEATURE
"A Wicked Woman"

TODAY—
"Baby Takes a Bow"
"Three on a Honeymoon"

Princess
TODAY - MON. - TUES.

HEART
BING CROSBY
WITH CAROLE

Two-Act Comedy
OUR GANG in
"THE FIRST ROUND-UP"
CARTOON — NEWS

A WORD of THANKS

Is Extended to the Thousands of our CJCA Listeners and Friends who have so Enthusiastically encouraged us to Greater Efforts in the Broadcasting Field.

NOW!...

It Gives Us Great Pleasure to announce

A Greater CJCA Station with increased Power, New Beautiful Studios, together with a High Standard of Radio Entertainment—another effort of this Great Radio Station to keep in step with Modern Efficiency and Broadcasting Perfection.

**Taylor & Pearson
Broadcasting Co. Ltd.**

Studios in the Birks Bldg. Edmonton

THE WALKINSHAW OFFICE EQUIPMENT CO., LTD.

Extend to the management and staff of CJCA congratulations on their new splendid radio studios and equipment.

J. C. Walkinshaw
Phone 23853

THE "SUNNY SOUTH STATION"

CJOC

LETHBRIDGE

Best wishes and success to Taylor and Pearson Broadcasting Co., Ltd., in the operation of their new 1,000 watt station and new studios

OF

CJCA

730 KCS—Edmonton

Johnstone Walker's Congratulates

The Management of CJCA

On the greatly improved scope of service this splendidly equipped station is now prepared to render. Johnstone Walker's Sun-Baby Corner Program is a 9 to 9:15 A.M. Daily Feature of this station. Make a practice of tuning in on this station for this interesting 15 minutes of helpful talks on the care and clothing of the baby and his older brothers and sisters.

**JOHNSTONE WALKER
— LIMITED —**

EDMONTON'S OWN STORE

RADIO STATION CJCA OF THE TAYLOR & PEARSON BROADCASTING CO. LTD.



H. R. CARSON
Supervisor-Network Executive

OFFICIALLY OPEN

Their New

1000 Watt TRANSMITTER

with

NEW STUDIOS



P. H. GAYLOR
Manager CJCA

IN THE BIRKS BUILDING
MONDAY, MARCH 18
AT 6:00 P.M.

TUNE IN ON THIS
UNUSUAL INAUGURATION
PROGRAM

SEE PROGRAM LIST FOR
HIGHLIGHTS

TUNE IN
AT 730 KCL'S.

TUNE IN
AT 730 KCL'S.

CURTAINS AND DRAPES

It is highly important that curtains and drapes, either in the home or office, should conform to the general scheme of decorations.

Take particular notice of the Curtains and Drapes in the New Studios of CJCA

Designed by our Expert Interior Decorators
Made up in our own Workrooms

LISTEN IN

Every Friday at 3:30 a.m. on "Home Dramatic" Program

Henry, Graham & Reid

Complete Home Furnishers

9905 JASPER AVE.

OFFICE SPECIALTY MFG. CO., LTD.

The inauguration of CJCA's new studios and equipment improvements commands our best wishes and congratulations.

J. L. McCAFFREY
Sales Manager

1850



1935

ANOTHER TRIUMPH
FOR
"YE OLDE FIRME"



**Where There's
Music There's A
HEINTZMAN**

Mr. W. G. Strachan,
Mgr. Heintzman & Co.
City.

Radio Station CJCA
Edmonton, Alta.

Dear Sir:—

I wish to take this opportunity of expressing our satisfaction with the Heintzman Grand Piano purchased from you a short time ago, and which is greatly admired by each of the artists who use the piano when broadcasting.

We have had reports of good reception when piano solos were broadcast, and as you are aware, our studios are now completely equipped with pianos made by HEINTZMAN.

Please accept our congratulations and best wishes.

Yours truly,
Percy Gaylor,
Manager, CJCA

Heintzman & Co., builders of CANADA'S FINEST PIANO, join the many friends of CJCA in extending every good wish for their continued success in the operation of one of CANADA'S outstanding broadcasting stations.

HEINTZMAN & CO.

10139 JASPER AVE.

EDMONTON, ALBERTA

THE G.W.G. PROGRAM

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Popular Old Time Comedians Featured at 12:55 o'clock Daily, Except Sundays.
Sponsored by Canada's Famous Manufacturers of Clothing.

GREAT
WESTERN
GARMENT CO. LTD.

THE
GREAT
WESTERN
GARMENT CO. LTD.

Gala Program Features Opening Night

Time 6:50—FANFARE into Land of Hope and Glory, arranged and directed by Vernon Harrison. M.S. A.M.G. by Orchestra and Singing Ensemble.
Premier R. G. Reid declares transmitter on the air.
Overture to Gondaria (arranged by Orchestra).
Vocal Ensembles—contralto—Violetta, Soprano—Don Gail, Mezzo—Carmen, Tenor—Gail, Bass—Homerberg. Arranged by the singing Ensembles and Orchestra.
Some of Best Canadian songs—arranged by John Oliver.
6:50—The Gunners, featuring Laurence Bennett—(from R.M.V. Series).
Leading Chorus of Edmonton Women's Club, under the direction of Miss J. J. Edgerton.
7:15—Contestants' program. From "Dark Blue".
Major Clarke will speak.
Queenie Jackson Bouckley, assisted by Jimmy Chet and Russ with orchestra—"Blue is the Night".
Selection by Orchestra—"Good News".
William Crumb, assisting director, in company with Harrison's Orchestra.
7:20—Tollie will speak.
Alfred Pickett, assisted by Singing Ensemble—"Ship of the Sea".
The Premier (Capt. L. H. Gower) will give his "Big Party".

Continued on Page Nineteen

SWIFTS CREAMERIES

EXTEND CONGRATULATIONS

CJCA

ON THE INSTALLATION OF
INCREASED POWER

Farmers! Tune in on this High-Powered Station at 8:40 a.m. Daily except Sundays, for Swift's Spot Announcements. Be sure to listen in.

SWIFT CANADIAN CO., LTD.
EDMONTON

MONARCH PAINT

The Best Paint Made in
Canada Today

COVERS BETTER—LASTS
LONGER—18 SHADES.

HEAR ABOUT IT ON CJCA

EDMONTON PAINT & GLASS

(C. LTD.)

EDMONTON

1-1

CALGARY

NEW RADIO PERFECTION

Station CJCA Will Make Bow to Public at 6 P.M. Monday With Most Modern Broadcasting Equipment Obtainable

Pioneer Edmonton radio station with an uninterrupted service to its credit since its inception in 1921, Station CJCA will make another bow to the public at 6 p.m. on Monday next with new studios equipped with the latest, most approved and best apparatus from the world's leading manufacturers. It will present an opening program calculated to show to the best advantage the fine facilities of the station.

A new area in radio broadcasting will be opened when CJCA airs its transmission for the first time, because the power of the station is being increased from 500 to 1,000 watts and modulation is being boosted from 60 to 70 per cent to 100 per cent, thus insuring greater range in transmission and finer reception facilities for the listener.

Extensive replacements and improvements in the station broadcasting facilities since last week's inauguration will be Monday night's show-off with the new high-quality vacuum tubes and the new type of the very latest from the fidelity stations on the North American continent.

To the average layman the whole make of mysterious paraphernalia of a radio broadcasting station is baffling in the extreme. However, the new equipment of Station CJCA is so simple and so direct in its transmission of the message that the matter is easily explained.

Mr. McMahon points out that with a maximum modulation percentage of 60 to 70 at 500 watts the former CJCA equipment had a peak wattage of 800.

PEAK WATTAGE

But with a 100 per cent modulation percentage of 1,000 watts, the new CJCA has a peak wattage output of more than 1,400 in addition to which the modulation efficiency and the high-fidelity vacuum tubes are added to give the station a peak wattage of more than 1,400.

Mr. McMahon explains that the best receiving set in the world will not be able to receive the station's broadcast if the modulation is not 100 per cent.

INCREASE HOLES

Mr. McMahon points out that with a maximum modulation percentage of 60 to 70 at 500 watts the former CJCA equipment had a peak wattage of 800.

All the broadcasting equipment is of the highest quality and is of the latest design. It is of the type which is never out of date and is of the type which is never out of date.

FIVE UNITS

At the Belmont station there are five units in the broadcasting equipment, and they are arranged so that CJCA can send 10,000 watts if ever needed for that power in the future.

The first unit is a 100-watt transmitter, the second is a 100-watt amplifier, the third is a 100-watt amplifier, the fourth is a 100-watt amplifier, and the fifth is a 100-watt amplifier.

ANOTHER MIXER

At the station there is another mixer, who mixes the programs and turns the level down a bit when a program, for instance, opens up with a little extra loud power, or turns it up a bit when the intensity of the program is low.

TWO FACTORS

There are two factors in the station's equipment. The first is the power of the station, and the second is the quality of the equipment.

A SECRET

The station's secret is that it is a station of the future, and it is a station of the future.



HASTINGS McDERMOTT, Chief Engineer.

There are two complete control panels in the studio layout. Microphones from each studio feed to the main control panel, which is the main control panel.

There are also four "turn-down" controls, which are really equipment technically possible for CJCA to use.

CJCA MAIN STUDIO



Herewith is shown the CJCA concert orchestra which will be heard throughout the station's big program on Monday next. John Bowman, noted violinist and conductor, who will lead the orchestra is shown with them in hand.

Continued on Page Nineteen



J. TAYLOR, Pres. of Taylor & Pearson.

Mr. McMahon points out that with a maximum modulation percentage of 60 to 70 at 500 watts the former CJCA equipment had a peak wattage of 800.

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H. E. PEARSON, Vice-Pres. of Taylor & Pearson.

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A Word of Congratulations

TO
RADIO STATION CJCA, EDMONTON

and to the Management and Staff in the Inauguration of
Their New 1,000 Watt Transmission,
from
THE CAMPBELL FURNITURE CO.



MR. I. H. CAMPBELL, President of Campbell Furniture Co. and manager of the new CJCA station.

"CAMPBELL HOME MELODY HOUR"

Along with many of the best of the hockey and basketball games featured during the past few years on CJCA.

House Cleaning Time Is Almost Here

Are you changing some part of your home furnishings this Spring?

If you are, remember the Campbell Furniture Company will take your old Furniture as Part Payment and give you a convenient terms to pay the balance.

Spring Arrivals and New Displays of Furniture are on hand for your inspection and at most attractive prices.



Out-of-Town Orders, send for our New Illustrated Catalogue. Inquiries will receive prompt and intelligent service.

Congratulations To TAYLOR & PEARSON LTD.

On the Opening of
their New Broadcasting Station

CJCA

Today your familiar and favorite old CJCA takes on new clarity and brilliance with the inauguration of this new powerful and modern transmission. Developed and installed by the Canadian Marconi Company, a world-renowned radio engineering firm.

How is this new station to be heard? The answer is simple. A Marconi Model 45 selective wave receiver is required to pick up the new station's broadcast. This receiver is available for sale at a special price of \$109.50.

Operating costs are cut to a minimum with this beautiful battery-operated receiver. Its sensitivity is equal to a fine A.C. receiver. It has a built-in battery and a built-in speaker. It is a complete unit, ready to use. It is a complete unit, ready to use. It is a complete unit, ready to use.

MARCONI MODEL 45
Selective wave — future model model. New and improved selective wave circuit.
\$89.50

Other outstanding Marconi battery operated receivers on display at Marconi dealers:
Model 45, at \$84.50 Model 61, at \$79.95 Model 60, \$59.95

\$89.50

MARCONI MODEL 45
Selective wave — future model model. New and improved selective wave circuit.
\$89.50

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Other outstanding Marconi battery operated receivers on display at Marconi dealers:

Model 45, at \$84.50 Model 61, at \$79.95 Model 60, \$59.95

\$89.50

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Selective wave — future model model. New and improved selective wave circuit.
\$89.50

MARCONI MODEL 45
Selective wave — future model model. New and improved selective wave circuit.
\$89.50

Manager Percy H. Gopert of Station CJCA is specially proud of his staff. He has a "radio" company, and he has a "radio" company.

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CONGRATULATIONS—

To Taylor & Pearson

On their progressive spirit in pioneering the radio field in Alberta; and the installation of their new 1,000 watt station in Edmonton.

RADIO SUPPLY CO. LTD.
10008 101A AVENUE
Edmonton

PIKE'S SEEDS

THE FINEST SEEDS IN THE WORLD FOR THE ALBERTA CLIMATE
CALL OR WRITE FOR CATALOGUE
PIKE & CO. SEEDMEN and FLORISTS
10019 JASPER AVE. Phone 22760

A visit to CJCA's broadcast station in the "Radio House" will be a most interesting experience. The station is a most interesting experience. The station is a most interesting experience.

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NEW LISTER INTEREST



CICA Program Expected to be Best Ever

Determined that no effort will be spared to make the opening of CICA in its handsome, complete and ultra-modern studios, (Hank building), an event in the history, not only of broadcasting, but of music in this city, Manager Percy H. Gannon has prepared a program that is confidently expected to be rated absolutely the best the west has ever turned out, and on a par with the best turned out in the east.

Mr. Gannon, interviewed in his office at the Hank building studios of CICA, was highly enthusiastic over the program.

"It would be difficult indeed at this time to say just what will be the high light of our program on Monday when the new transmitter is officially aired for the first time," he declared.

"Every Edmontonian, however, I am sure will agree that the highly efficient and well-organized CICA concert orchestra of 20 musicians, under the baton of John Bowman (Tom Gardner) is first-class and with him at the conductor's baton, has been trained under the direction of the Dean of Edmonton's musicians, Ver-



Continued on Column 2



During the coming weeks there will be available the greatest number of finest Motion Pictures ever produced. It is with certainty that we can offer certified entertainment to the people of Edmonton and district.

CONGRATULATIONS to the Management and Staff of CICA in the inauguration of their new 1000 Watt Station.

"THE CAPITOL THEATRE" IS ON THE AIR EVERY SATURDAY NITE, AT 6:30. Featuring the Highlights of Coming Pictures.

FINE PROGRAM FOR OPENING

Never before in the history of this city has there been such a radio program as that with which CICA will make its bow to the public on Monday. For about six hours the ultra-modern and ultra-modern studios, with their new equipment, will broadcast this program. The first half of the program, from 8 P.M. to 10 P.M. will be over the national radio, the Canadian Radio Broadcasting Commission.

MORE ABOUT LISTENER

Continued from Column 1

non Barford, M.A., A.G.O., and those familiar with his work as organist and choirmaster of St. John's Cathedral for the last 35 years will know how fine the results will be.

I wish to take this opportunity of expressing the thanks of the owners and management of CICA to the many friends who have assisted in the program and to the fact that any success which may be achieved thereby is due primarily to the hard and honest work of John Bowman, Vernon Barford, John Oliver and the ladies and gentlemen of the orchestra and ensemble. Their loyal and devoted labor in the preparation of this program will never be forgotten by the station.

MOBIL HONORED

Continuing Mr. Gannon said that CICA is happy to be able to include in this program the Ladies' Choir of the Women's Musical Club, under the baton of Miss J. J. Duggan, and the Edmonton Male Chorus, conducted by W. J. Hendra. These performances are confidently expected to give the public in performance of this time.

Piper Gets Post With Prince Wales

EDMONTON, March 16.—John Piper, who is going to accompany the Prince of Wales on his tour of Canada, has been named as the official band leader of the Prince of Wales.

At The Organ



Mr. Gannon at the console, and William Gannon, who produces the Morning Meditation program over CICA from 9:30 to 10:00 a.m. daily. They have a wife following.

Percy H. Gannon Has Had Wealth Of Experience

Percy H. Gannon, manager of CICA, is a man of wide experience in the radio business. He has been a member of the National Association of Broadcasters since 1925, and has been a member of the Canadian Radio Broadcasting Commission since 1930. He has also been a member of the Alberta Radio Association since 1932.

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NOTABLE PLAY GOES ON AIR

One of the features on the opening program on CICA on Monday was a play "The Bird" presented by the University Players under the direction of Sheila Barford. By a coincidence the presentation of this play will approximate the 50th anniversary of the start of the 1985.

The play will include such well-known plays as "The Bird" by John Galsworthy, "The Last Days of Pompeii" by E. B. Smedley, and others with a total running time of about 100 minutes.

The University Players have been selected for the first of a series of broadcasts of plays on CICA, and on the same night will have a play on the radio. The fact that this can be done more to indicate what extensive educational arrangements there are in the great equipment. These are found of push buttons and dials, a portable battery in the unit, and on the side of the unit, there are push buttons which are not unlike those found in the unit.

MORE ABOUT NEW RADIO

Continued from Page 19

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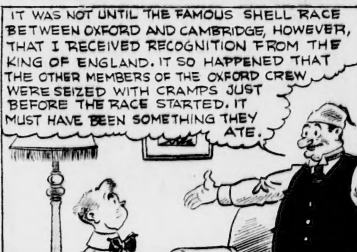
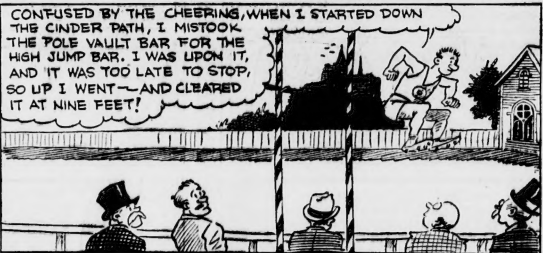
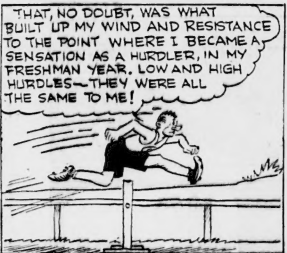
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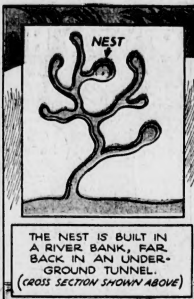
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